



# CONNECTIONS

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ANNUAL REPORT  
2019



# A SWEET LOVE STORY

In 2017, Zoo member Nancy Sweet fell in love...with Vera, a rambunctious tiger cub born at the Zoo on April 26, 2017. Nancy visited Vera often, learning more about the Tiger Species Survival Plan and the Zoo's work to maximize genetic diversity of tiger in human care while watching Vera play and grow.

As Nancy's connection to Vera grew, so did her connection to the Zoo and the Foundation. She donated to the Zoo's Annual Fund and to Tiger Enrichment to help pay for Vera's toys. She became a charter member of the Foundation's new President's Club and made a large gift to fund the creation of a giant tiger sculpture, to be revealed in the new tiger viewing area by summer 2020. Nancy's deep love for Vera continues even though in the Fall of 2019 Vera moved to Omaha, where in time she will hopefully have cubs of her own.

While no cub could ever replace Vera in Nancy's heart, the Minnesota Zoo's Tiger Keepers are already starting on the Tiger SSP's breeding recommendations for 2020. With luck there will soon be new tiger cubs for Nancy to fall in love with. If you spy Nancy at the Tiger Lair during your next Zoo visit, please tell her thank you for her generous support of the Minnesota Zoo and our tigers, and remember what a little love can grow into!



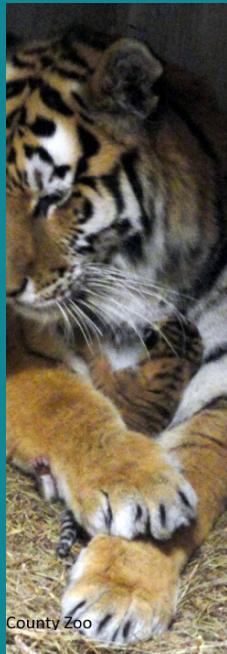
# AN ONGOING LEGACY

"Dr. Ulysses S. Seal arguably had a greater positive impact on the science and practice of zoo management and species conservation than any other individual." L.G. Simmons

The Minnesota Zoo is an award winning leader in conservation worldwide today, thanks to a great extent to Uly Seal, one of the Zoo's first Board Chairs. His innovation and determination helped develop conservation programs in use by hundreds of zoos and conservation organizations today. To honor his legacy, the Zoo created the Ulysses S. Seal Conservation Grant Program which allows staff to extend the reach of current conservation work.



- The Ulysses S. Seal Conservation Grant Program awards grants to conservation projects championed by Zoo and Foundation staff
- Zoo and Foundation Staff often have the opportunity to participate directly in the projects they champion - making them even better ambassadors for animals and conservation when they return to the Zoo.
- The funding for this program comes entirely from private contributions and makes a lasting impact on our world
- \$48,000 were awarded in grants in FY19
- More than 250 grants have been awarded to 172 projects in 60 countries since the program began
- Recent conservation projects include:
  - Tracking sand tiger sharks along the North Carolina coast
  - Mapping biodiversity in Cuba
  - Native wildlife rehabilitation in Namibia
  - Scarlet Macaw Protection Program
  - Coral conservation and reef restoration
  - The Swedish Arctic Fox Project at Stockholm University
  - Community-led seahorse conservation in southwest Cambodia
  - Conservation of threatened cavity-nesting birds and their Atlantic forest communities in Argentina



# BUILDING A GIFT WITH HEART

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Jeff Walker and his wife Carey Becker began their connection with the Minnesota Zoo more than 20 years ago with a series of Animal Sponsorship donations. As members and later Friends of the Minnesota Zoo, they began a tradition of visiting the Zoo every year on Christmas Eve, loving the smaller crowds and highly active animals.

Jeff and Carey's relationship to the Zoo and staff grew through programs and events like the Friends donor events where they learned more about all of the pieces that have to come together for the Zoo to function. As their relationship grew, so did their gifts to the Zoo, including donating via Jeff's employer's payroll donation program.

While they value the Zoo's work in conservation and education, they fell in love with the PLACE that brings joy to them and so many other Minnesotans. So when Carey and Jeff started thinking about their estate planning and how its distribution could reflect what they value most, the Zoo naturally came to mind.

They have designated the Minnesota Zoo Foundation as the recipient of a generous percentage of their estate, becoming the newest members of our Circle of Life Society. They have built a truly remarkable legacy of support and we look forward to seeing them at the Zoo for many years to come!



# A WILD SUMMER NIGHT

The 2019 Beastly Bash, on Saturday, June 8, raised \$930,000 to support the Minnesota Zoo's mission of connecting people, animals and the natural world to save wildlife. 800 Zoo supporters, friends, and family joined us for this "wild summer night" featured exciting animal encounters, delicious food and drinks, and dancing the night away. Guests were also treated to a special mini-concert by Prince's former band, the New Power Generation, featuring songs by Minnesota's beloved musical icon. Funds raised at this event support the work of the Minnesota Zoo and great programs like ZooUnlimited, making it possible for everyone to visit the Minnesota Zoo. Because when kids connect with animals, mere moments may impact a lifetime.

To purchase tickets to the 2020 Beastly Bash and to learn more about the event, please visit [mnzoo.org/beastlybash](http://mnzoo.org/beastlybash).



# STEP INTO NATURE CAMPAIGN

In March of 2019 the Foundation launched the Step Into Nature Campaign to raise \$25 million for capital projects at the Zoo and \$4 million per year to support Zoo annual operations. Included in the \$25 million are two projects:

## THE RENOVATION OF THE WELLS FARGO FAMILY FARM



2020 will mark the 20th anniversary of our award-winning Wells Fargo Family Farm. As one of the most popular areas of the Zoo, our Farm renovations will address expanded needs for education spaces, guest spaces, and animal welfare.

## THE CONVERSION OF OUR EXISTING MONORAIL TRACK INTO A TREETOP TRAIL WALKWAY.



The Treetop Trail will allow guests to once again enjoy wildlife viewing from 40 feet above the ground.

These projects are part of the mission of the Minnesota Zoo to connect people, animal and the natural world to save wildlife. The Zoo's new Master Plan will showcase the Zoo's amazing animals and award winning conservation work while also making sure that Minnesotans have opportunities to connect with nature in very real ways.

# CAPITAL DONORS

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**\$1,000,000+**

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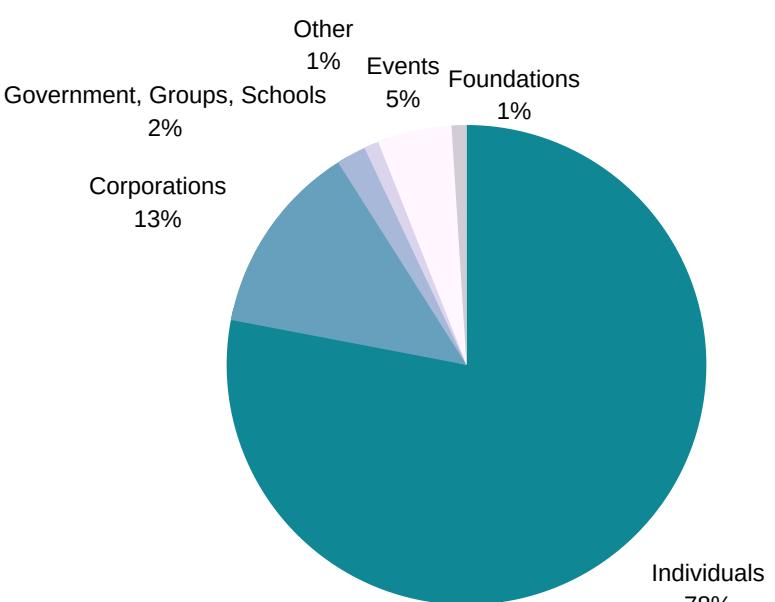
# FINANCIALS

## STATEMENT OF REVENUE AND EXPENSES FOR THE FISCAL YEAR ENDING JUNE 30, 2019, AUDITED

### Revenue:

Individual Donors.....	\$8,746,336
Corporations.....	1,435,206
Foundations.....	139,081
Government, Groups, Schools.....	237,425
Events, net of direct benefit.....	542,616
Other.....	150,526
<b>Total</b>	<b>\$11,251,190</b>

### REVENUE



### Expenses:

Grants to the Zoo*.....	\$1,120,992
Other Grants.....	371,778
Program Expenses.....	454,037
General Operations.....	1,636,234

<b>Total</b>	<b>\$3,583,041</b>
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<b>Net expense over revenue**</b>	<b>\$7,668,149</b>
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<b>Net assets, beginning of year</b>	<b>\$5480,280</b>
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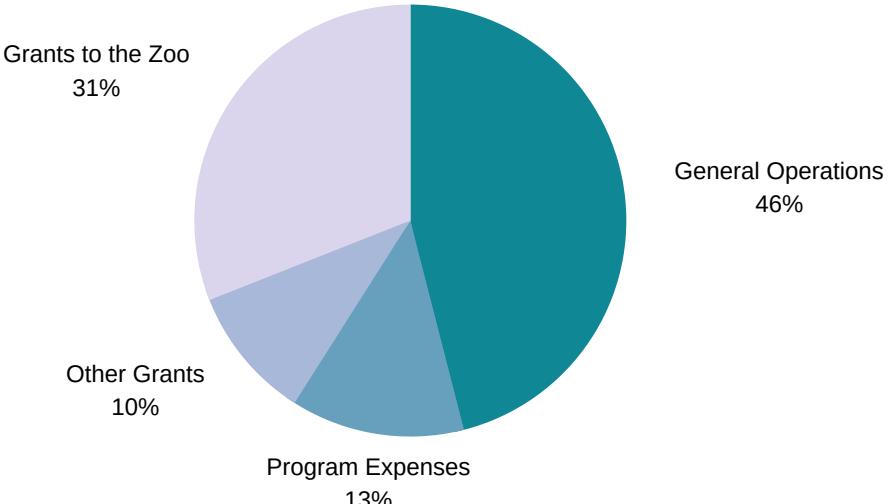
<b>Net assets, end of year</b>	<b>\$13,148,429</b>
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### EXPENSES

In FY19, the Zoo and Foundation agreed to remove budgeting uncertainty by changing the timing for grants to the Zoo. To do this, we adopted the industry best practice whereby funds are raised by the Foundation in one year and distributed to the Zoo in the following year. This resulted in a one-time decrease in the percentage of Foundation revenue spent on programs. This will adjust to normal levels in FY20.

\*Includes in-kind contributions and capital grants

\*\*The Foundation has accumulated net assets due to the recognition of multi-year pledges. These net assets are used in the years that pledge payments are received and expended for grants, program expenses and operations.



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